

WMC

ORDER



Flight Dates 10/17/12-10/27/12

Order Sep 00:30:00

Product

Estimate # 2950

Contract / Revision 837046 /

PHILLIPS FOR SUP CRT (R-MS) 29

Alt Order # 06378947

Original Date / Revision
10/16/12 10/16/12

Agency Com	15%
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Billing Type	Cash
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Billing Contact

Order Type	Political
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Advertiser Phillips, Richard "Flip"

**7669 Stagers Loop
Delaware, OH 43015**

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Agency Strategic Media Placement.

Demographic A35+

Buying Contact Whitney Eversole

Sales Office T-PHI

Rev Codes	Agency	Political	Pol-Candid
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**7669 Stagers Loop
Delaware, OH 43015**

Sales Region National

Product Codes PL685

Agency Ref

Priority P 4

Advertiser Ref

Primary Account Executive
Jim Quinn

Account Executive	Order%	Start Date	End Date
Jim Quinn	100%		

Order Share 38% Market Value 43355

Competing Station	% of Order	Amount
WBUY	%	0
WHBQ	23%	9971
WKNO	%	0
WLMT	%	0
WMAV	%	0
WMCt	%	0
WMCw	%	0
WPTY	1%	433
WPXX	%	0
WREG	38%	16475

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	47	\$14,003.75	\$16,475.00	0.00	10/01/12	10/27/12	47	\$14,003.75	\$16,475.00
Totals	47	\$14,003.75	\$16,475.00	0.00					

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	47	\$14,003.75	\$16,475.00	0.00	10/01/12	10/27/12	47	\$14,003.75	\$16,475.00
Totals	47	\$14,003.75	\$16,475.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
E 1	WMC	10/17/12	10/19/12	Action News 5 @ 6a Action News 5 @ 6a	Comm	6-7a	--WTF--	:30	3	\$350.00	P 4	0.00	NM	3	\$1,050.00
1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--WTF--		3				\$350.00		0.00			
E 2	WMC	10/22/12	10/26/12	Action News 5 @ 6a Action News 5 @ 6a	Comm	6-7a	MTWTF--	:30	5	\$350.00	P 4	0.00	NM	5	\$1,750.00
2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		5				\$350.00		0.00			
E 3	WMC	10/17/12	10/19/12	NBC Today Show NBC Today Show	Comm	7-9a	--WTF--	:30	3	\$250.00	P 4	0.00	NM	3	\$750.00
3															



Contract / Revision 837046 Flight Dates 10/17/12-10/27/12

Hiatus Dates

Original Date / Revision 10/16/12/ 10/16/12

Order Sep 00:30:00

Advertiser Phillips, Richard "Flip" Product PHILLIPS FOR SUP CRT (R-Estimate # 2950

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 3	WMC	10/17/12	10/19/12	NBC Today Show NBC Today Show	Comm	7-9a	--WTF--	:30	3	\$250.00	P 4	0.00 NM	3	\$750.00
3														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/15/12	10/21/12	--WTF--					3	\$250.00		0.00		
E 4	WMC	10/22/12	10/26/12	NBC Today Show NBC Today Show	Comm	7-9a	MTWTF--	:30	5	\$250.00	P 4	0.00 NM	5	\$1,250.00
4														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	MTWTF--					5	\$250.00		0.00		
E 5	WMC	10/17/12	10/26/12	Action News 5 @ 5a Action News 5 @ 5a	Comm	5-6a	MTWTF--	:30	1	\$150.00	P 4	0.00 NM	2	\$300.00
5														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/15/12	10/21/12	--WTF--					1	\$150.00		0.00		
	Week:	10/22/12	10/28/12	MTWTF--					1	\$150.00		0.00		
E 6	WMC	10/20/12	10/27/12	NBC Saturday Today Show NBC Saturday Today Sho	Comm	SAT 6-8a	-----1-	:30	1	\$100.00	P 4	0.00 NM	2	\$200.00
6														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/15/12	10/21/12	-----1-					1	\$100.00		0.00		
	Week:	10/22/12	10/28/12	-----1-					1	\$100.00		0.00		
E 7	WMC	10/20/12	10/20/12	Action News Saturday @ 8 Action News Saturday @	Comm	SAT 8-10a	-----1-	:30	1	\$125.00	P 4	0.00 NM	1	\$125.00
7														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/15/12	10/21/12	-----1-					1	\$125.00		0.00		
E 8	WMC	10/21/12	10/21/12	Action News Sunday @ 8 Action News Sunday @ 8	Comm	SUN 8-9a	-----1	:30	1	\$150.00	P 4	0.00 NM	1	\$150.00
8														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/15/12	10/21/12	-----1					1	\$150.00		0.00		
E 9	WMC	10/17/12	10/19/12	Action News 5 @ 5p M-F Action News 5 @ 5p	Comm	M-F 5-530p	--WTF--	:30	3	\$400.00	P 4	0.00 NM	3	\$1,200.00
9														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/15/12	10/21/12	--WTF--					3	\$400.00		0.00		
E 10	WMC	10/22/12	10/26/12	Action News 5 @ 5p M-F Action News 5 @ 5p	Comm	M-F 5-530p	MTWTF--	:30	5	\$400.00	P 4	0.00 NM	5	\$2,000.00
10														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	MTWTF--					5	\$400.00		0.00		
E 11	WMC	10/20/12	10/27/12	Sat Action News 5 @ 5p Sat Action News 5 @ 5p	Comm	SAT 5-530p	-----1-	:30	1	\$200.00	P 4	0.00 NM	2	\$400.00
11														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/15/12	10/21/12	-----1-					1	\$200.00		0.00		
	Week:	10/22/12	10/28/12	-----1-					1	\$200.00		0.00		
E 12	WMC	10/20/12	10/27/12	Sat Action News 5 @ 6p Sat Action News 5 @ 6p	Comm	SAT 6-630p	-----1-	:30	1	\$200.00	P 4	0.00 NM	2	\$400.00
12														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/15/12	10/21/12	-----1-					1	\$200.00		0.00		
	Week:	10/22/12	10/28/12	-----1-					1	\$200.00		0.00		



Contract / Revision 837046 Flight Dates 10/17/12-10/27/12

Hiatus Dates

Original Date / Revision 10/16/12/ 10/16/12

Order Sep 00:30:00

Advertiser **Phillips, Richard "Flip"** Product **PHILLIPS FOR SUP CRT (R-Estimate # 2950**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 12	WMC	10/20/12	10/27/12	Sat Action News 5 @ 6p Sat Action News 5 @ 6p	Comm	SAT 6-630p	-----1-	:30	1	\$200.00	P 4	0.00 NM	2	\$400.00
12														
E 13	WMC	10/21/12	10/21/12	Sun Action News 5 @ 5p Sun Action News 5 @ 5p	Comm	SUN 5-530p	-----1	:30	1	\$200.00	P 4	0.00 NM	1	\$200.00
13														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----1		1		\$200.00		0.00				
E 14	WMC	10/22/12	10/22/12	Wheel of Fortune M-F Wheel of Fortune	Comm	M-F 630-7p	1-----	:30	1	\$600.00	P 4	0.00 NM	1	\$600.00
14														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	1-----		1		\$600.00		0.00				
E 15	WMC	10/17/12	10/19/12	Late News M-F M-F Late News	Comm	M-F 10-1035p	--WTF--	:30	3	\$600.00	P 4	0.00 NM	3	\$1,800.00
15														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	--WTF--		3		\$600.00		0.00				
E 16	WMC	10/22/12	10/26/12	Late News M-F M-F Late News	Comm	M-F 10-1035p	MTWTF--	:30	5	\$600.00	P 4	0.00 NM	5	\$3,000.00
16														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	MTWTF--		5		\$600.00		0.00				
E 17	WMC	10/20/12	10/27/12	Late News Sa SAT Late News	Comm	SAT 10-1030p	-----1-	:30	1	\$400.00	P 4	0.00 NM	2	\$800.00
17														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----1-		1		\$400.00		0.00				
	Week:	10/22/12	10/28/12	-----1-		1		\$400.00		0.00				
E 18	WMC	10/21/12	10/21/12	Late News Following NFL Late News Following NFL	Comm	SUN 1030-11p	-----1	:30	1	\$500.00	P 4	0.00 NM	1	\$500.00
18														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----1		1		\$500.00		0.00				
Totals													47	\$16,475.00

OCT16/12 15.31
*** WMC-TV ***

PROGRAM : NEWS

OCT16/12 15.31
*** WMC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			700A-900A	30	4	\$250.00	10/22	10/26	5		M-F	5
PROGRAM : NEWS												
5			500A-600A	30	4	\$150.00	10/20	10/27	1		SAT	2
PROGRAM : NEWS												
6			600A-800A	30	4	\$100.00	10/20	10/27	1		SAT	2
PROGRAM : SAT TODAY												
7			800A-1000A	30	4	\$125.00	10/20	10/20	1		SAT	1
PROGRAM : TODAY SHOW												
8			800A-900A	30	4	\$150.00	10/21	10/21	1		SUN	1
PROGRAM : NEWS												
9			500P-530P	30	4	\$400.00	10/17	10/19	3		W-F	3
PROGRAM : NEWS												
10			500P-530P	30	4	\$400.00	10/22	10/26	5		M-F	5
PROGRAM : NEWS												
11			500P-530P	30	4	\$200.00	10/20	10/27	1		SAT	2
PROGRAM : NEWS												
12			600P-630P	30	4	\$200.00	10/20	10/27	1		SAT	2
PROGRAM : NEWS												
13			500P-530P	30	4	\$200.00	10/21	10/21	1		SUN	1
PROGRAM : NEWS												
14			630P-700P	30	4	\$600.00	10/22	10/22	1		MON	1
PROGRAM : WHEEL OF FORTUNE												
15			1000P-1035P	30	4	\$600.00	10/17	10/19	3		W-F	3
PROGRAM : NEWS												

REP HEADLINE# 6378947
 *** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-7233
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT16/12 15.31
 *** WMC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
16			1000P-1035P	30	4	\$600.00	10/22	10/26	5		M-F	5
PROGRAM : NEWS												
17			1000P-1030P	30	4	\$400.00	10/20	10/27	1		SAT	2
PROGRAM : NEWS												
18			1000P-1030P	30	4	\$500.00	10/21	10/21	1		SUN	1
PROGRAM : NEWS												
1030-11P												
OCT/12			16475.00									
CONTRACT TOTAL												16475.00
TOTAL SPOTS												47

MARKET TOTALS \$43,355 WMC 38% WHBQ 23% WREG 38% WPTX 1% WINT 0% WPXX 0%
 SVC- NSI
 DEMOS- RA35+*



FLIP PHILLIPS

Revision #: 0 Date: 10/16/2012

Client: MS-SUP CRT 3- FLIP PHILLIPS-201 Estimate: 2950
Media: TV Description: MS SUP CRT 3 FLIP PHILLIPS OCT 17-OCT 2
Product: TV Flight Start Date: 10/17/12 5:00:00 AM
Market: Memphis Flight End Date: 10/27/12 4:59:00 AM

Separation between spots: 10

Revision Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days														Total Spots
					Dur	10/17	10/18	10/19	10/20	10/21	10/22	10/23	10/24	10/25	10/26	10/27			
WMC-TV																			
10	MTuWThF 6:00a-7:00a AM NEWS	EM	\$350.00	\$297.50	30	1	1	1	1	0	0	1	1	1	1	1	0	8	
11	MTuWThF 7:00a-9:00a AM NEWS	EM	\$250.00	\$212.50	30	1	1	1	1	0	0	1	1	1	1	1	0	8	
eff 10.1																			
12	MTuWThF 5:00a-6:00a AM NEWS	EM	\$150.00	\$127.50	30	0	0	0	1	0	0	0	0	0	0	0	1	2	
13	Sa 6:00a-8:00a SATURDAY TODAY	WK	\$100.00	\$85.00	30	0	0	0	1	0	0	0	0	0	0	0	1	2	
14	Sa 8:00a-10:00a TODAY SHOW	WK	\$125.00	\$106.25	30	0	0	0	0	1	0	0	0	0	0	0	0	1	
15	Su 8:00a-9:00a ACTION 5 NEWS	WK	\$150.00	\$127.50	30	0	0	0	0	1	0	0	0	0	0	0	0	1	
16	MTuWThF 5:00p-6:30p LOCAL NEWS	EN	\$400.00	\$340.00	30	1	1	1	1	0	0	1	1	1	1	1	0	8	
17	Sa 5:00p-6:30p LOCAL NEWS	EN	\$200.00	\$170.00	30	0	0	0	1	0	0	0	0	0	0	0	1	2	
18	Sa 6:00p-6:30p SAT EN	EN	\$200.00	\$170.00	30	0	0	0	1	0	0	0	0	0	0	0	1	2	
19	Su 5:00p-6:30p SUN EN	EN	\$200.00	\$170.00	30	0	0	0	0	1	0	0	0	0	0	0	0	1	
20	MTuWThF 6:30p-7:00p WHEEL OF FORTUNE	EN	\$600.00	\$510.00	30	0	0	0	0	0	0	1	0	0	0	0	0	1	



FLIP PHILLIPS

Revision #: 0 Date: 10/16/2012

Client: MS-SUP CRT 3-FLIP PHILLIPS-201 Estimate: 2950
 Media: TV Description: MS SUP CRT 3 FLIP PHILLIPS OCT 17-OCT 2
 Product: TV Flight Start Date: 10/17/12 5:00:00 AM
 Market: Memphis Flight End Date: 10/27/12 4:59:00 AM

Separation between spots: 10

Revision Comments:

Line No	Daypart	Daypart Code	STN Gross	STN Net	Days	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total Spots
WMC-TV																	
21	MTWThF 10:00p-10:35p	PT	\$600.00	\$510.00	30	1	1	1	0	0	1	1	1	1	1	0	8
ACTION 5 NEWS																	
22	Sa 10:00p-10:30p	PT	\$400.00	\$340.00	30	0	0	0	1	0	0	0	0	0	0	1	2
LATE NEWS																	
23	Su 10:00p-10:30p	PT	\$500.00	\$425.00	30	0	0	0	0	1	0	0	0	0	0	0	1
SU LATE NEWS																	
Total Spots:																	47
Total Cost:			\$16,475.00	\$14,003.75													
Total			OCT 12	\$16,475.00	\$14,003.75												47

Disclaimer:

Signature: _____



Summary by Station/System

Date: 10/16/2012

Client: MS-SUP CRT 3- FLIP PHILLIPS-201

Estimate: 2960

Media: TV

Description: MS SUP CRT 3 FLIP PHILLIPS OCT 17-OCT 2

Product: TV

Flight Start Date: 10/17/12 5:00:00 AM

Market: Memphis

Flight End Date: 10/27/12 4:59:00 AM

Separation between spots: 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WMC-TV	47	\$16,475.00	100%	\$14,003.75	100%
Market Total:	47	\$16,475.00		\$14,003.75	

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date

I, STRATEGIC MEDIA PLACEMENT,

being/on behalf of: RICHARD T. PHILLIPS - Paid for by Friends of Richard "Flip" Phillips, a legally

qualified candidate of the REPUBLICAN political

party for the office of: MISSISSIPPI SUPREME COURT JUSTICE - DISTRICT 3, POSITION 3

in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Richard "Flip" Phillips - P.O. BOX 62, Batesville, MS. 38606

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/3/12

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title